

**Before the
Federal Communications Commission
Washington, D.C. 20554**

In the Matter of

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Rules and Policies Concerning
Multiple Ownership of Radio Broadcast
Stations in Local Markets

MM Docket No. 01-317

To: The Commission

Comment From A Concerned Listener

The Telecommunications Act of 1996 was founded on intelligent and farseeing principles. As has a tendency to happen in the marketplace when a utility or public service becomes popular and profitable, the radio market inevitably had to come to a point where it would be more profitable for large companies owning multiple stations in each market to be created, than for every station in a market to be owned by a separate company.

The idea that the number of stations a company can own is connected directly to the total number of stations in that market is a good idea. Although, no ruling or Act can be perfect and make everyone in the radio and political communities happy, the Telecommunications Act of 1996 is the fairest version of any Act passed to date. No alterations should be made to the first version of the ruling. A company in a market with 45 or more commercial radio stations should only be able to own 8 of those stations, with no more than 5 being of the same service¹. This only makes logical sense. If a company owned more stations than this, it would dominate the market and make it impossible for other companies to compete for advertising dollars and the public's airtime. While some consolidation is healthy for the marketplace, too much can kill competition and the variety offered to the public.

The main concern when passing an Act should be “Will the impact on the general population be positive or negative?” If there is any sign that the impact will be negative, then the Act should be reworked until the outcome will be positive. The Telecommunications Act of 1996, in its original form, has had a positive impact on the general public.

¹ United States. Federal Communication Commission. FCC 01-329. 9 Nov. 2001
<http://hraunfoss.fcc.gov/edocs_public/attachmatch/FCC-01-329A1.pdf>